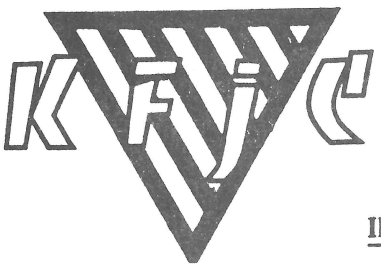

IBS West Coast Regional Convention - November 22-23-24, 1985
Sainte Claire Hilton Hotel - San Jose, California

Thanks for agreeing to join us at the IBS West Coast Regional Convention. Enclosed is a Session Confirmation sheet for the session(s) in which you are listed as a participant. Please check carefully to make sure that our listings are correct.

When you arrive at the Sainte Claire Hilton, please come to our Registration Desk in the foyer of the Spartan Ballroom, on the second floor of the hotel. If at all possible, plan to arrive about a half hour in advance. You'll be given your name badge, a complete program booklet and other information, and we'll also escort you to your meeting room.

Your audience will consist almost entirely of college students. Their stations range from commercial closed-circuit and cable stations to noncommercially licensed FM facilities. Some delegates will be looking ahead to professional broadcast careers, while others simply enjoy college radio for its own sake. I mention these points so you can tailor your presentation accordingly.

We find that the most successful format for these sessions starts with an informal lecture or presentation. This structured part of the session should be kept to a fairly concise length, perhaps a half hour to 45 minutes, allowing plenty of time for questions. Try to encourage widespread response from audience members. Don't allow one or two questioners to monopolize the session, particularly if their "question" becomes a speech on how great their station is. Move on to others who haven't yet had a chance to speak. Another technique to stimulate responses is to ask the audience how the topic area under discussion is handled at their station.

If there are others participating in your session, it's advisable to contact them beforehand to discuss your presentation and avoid duplication. If unforeseen circumstances mean an absolute necessity to cancel, please notify us as far ahead as possible so we can attempt alternate arrangements. We can be reached at (415) 960-4260 until Friday, November 22nd and at the Sainte Claire Hilton (408) 295-200 thereafter.

Thanks again!